



## News Release

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### **The TRUTH Fights the Ugly at Fashion Stroll**

*Anti-tobacco advocates and local artists hit the runway to fight a revolting enemy*

**SALT LAKE CITY** – For decades, the tobacco industry has worked to get young women hooked by presenting cigarettes as fashion accessories, rather than the deadly, wrinkle-causing cancer sticks they are. It has done this through advertising, product placement, and even designing cigarettes to complement the shape of the female hand.

That's why The TRUTH anti-tobacco campaign will "fight the ugly" on the catwalk, joining local artists, boutique owners and models as the main sponsor of the upcoming Salt Lake City Fashion Stroll. The fashion stroll will be held on Friday, April 25, from 4 to 10 p.m. along East Broadway (300 S), between 100 East and 400 East.

"It's ironic that the tobacco industry is so focused on glamour when tobacco is ugly in so many ways," says Lena Dibble, marketing coordinator for The TRUTH. "Big tobacco spends \$60 million dollars a year in Utah promoting a product that causes bad breath and contains 40 cancer-causing chemicals as sexy."

Most smokers start their deadly habit in junior high school, because they want to look older, and research shows they are likely to get their wish. Smoking causes wrinkles, stained teeth and smelly clothing and lowers performance in physical activity and sports. Tobacco use also leads to an ugly social life: seven out of ten high school seniors say they prefer to date non-smokers.

The desire to be thin is often associated with fashion, and many falsely believe that smoking can help them lose weight. A 2007 study by researchers at the University of Florida found that teen girls who reported dieting were twice as likely to begin smoking.

**-MORE-**

## Page 2 of 2 The TRUTH Fights the Ugly at Fashion Stroll

The reality is smokers who quit may gain a little weight—usually about 5 to 8 pounds. However, you'd have to gain at least 75 pounds to equal the health risk of smoking.

The keys to weight control for ex-smokers are no different than everyone else's—exercise and healthy, low fat meals that include fruits and vegetables.

“Fashion and film icons like Betty Grable and Humphrey Bogart made cigarettes their signature fashion accessories and both died young from tobacco-caused cancer,” says Matt Monsen, stroll organizer and owner of local boutique Model Citizen. “That’s why it’s important that we join the TRUTH in ‘fighting the ugly’ of tobacco products.”

The Fashion Stroll is free to the public and is patterned after the popular Gallery Stroll, but with a focus on local fashion designers and independent style. Displays by local artists and designers will line the sidewalks, while passersby will be welcomed into the galleries and boutiques along East Broadway. Unique and affordable gifts, clothes, and locally-produced goods will be offered all night long, providing shoppers the opportunity to browse the best in local shopping and style.

Nationally, every day more than 1,500 people under the age of 18 become regular smokers. About half of them will eventually die from a tobacco-related disease. Ninety percent of people start smoking before the age of 19 and most teens who smoke say they would not have started if they could do it over again. About 7.4 percent of Utah high school students are current smokers. Nearly 190,000 Utahns continue to smoke cigarettes and more than 1,100 Utahns die annually as a result of their own smoking.

For confidential help in quitting smoking call 1.888.567.TRUTH or visit [www.utahquitnet.com](http://www.utahquitnet.com). Learn more about the Stroll at [www.fighttheugly.com](http://www.fighttheugly.com).

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